

Professional and Managerial Branch  
General Administration Group  
Airport Series

**AIRPORT PUBLIC RELATIONS COORDINATOR**

09/99 WJS

*Summary*

Under direction, as an individual staff contributor, design, integrate and execute various airline, pilot, passenger, lessee, concessionaire, media, community, regulatory agency and legislature relations and information programs to preserve and enhance airport goodwill and image.

*Typical Duties*

Plan, develop, implement, control and evaluate projects and on-going activities to promote public, tenant and visitor awareness and understanding of airport operations, services, facilities and grounds. Involves: observing and reporting on situations and circumstances occurring on airport property and recommending improvements in tenant relations and customer service effectiveness and efficiency to management; acting as principal airport public information spokesperson and liaison to business, industrial, media, civic, government and educational organizations; serving on assigned City and inter-jurisdictional committees, and attending public hearings and other meetings to represent the airport's interests; initially responding to, referring, or teaming with functionally interested personnel in investigations and negotiations to resolve complaints; engaging in studies and surveys to ascertain and assess user needs and opinions; composing, distributing and presenting news releases, newsletters brochures, radio and television scripts, announcements, speeches and correspondence; arranging for or preparing graphics and seasonal displays; guiding tours.

Participate in program administration. Involves: writing specifications; estimating costs; reviewing bids and monitoring contract compliance for outsourced services and programs, such as marketing campaigns; preparing operating budgets and program improvement requests and ensuring expenditures are within limits of appropriated funds; formulating and recommending policies, standards and procedures pertaining to delegated sphere of accountability.

Perform related incidental duties contributing to realization of unit or team objectives as required. Includes: substituting for supervisor or coworkers as qualified and within authorized limits by carrying out specified functions to maintain continuity of ordinary operations, if delegated; providing designated support for projects or activities overseen by higher-graded, non-supervisory personnel as instructed; explaining and demonstrating work performed to assist supervisor in orienting and training less knowledgeable employees; engaging in assignments pertaining to functions of other positions for training purposes under general supervision; maintaining awareness of occupationally related technological, legal, and methodological developments; logging activities; preparing and submitting recurring or special status reports; keeping tools, equipment and work area orderly, safe and clean.

*Minimum Qualifications*

Training and Experience: Graduation from an accredited college or university with a Bachelor's Degree in Business or Public Administration, Journalism, Mass Communications, or related field; plus three (3) years of increasingly responsible professional experience such as in mass communications, public relations, advertising, marketing, tenant relations, customer service or property management, including one (1) year of fiscal or contract administration; or an equivalent combination of training and experience.

Knowledge, Abilities and Skills: Considerable knowledge of: principles and methods of developing and implementing public information programs; program and property management; lease documents; English grammar; spelling and punctuation; written and oral journalistic styles. Good knowledge of: market research theories and techniques; implementing business promotions; audio-visual presentation techniques; graphics and signage; community and media relations; and legal requirements of building owners. Some knowledge of: the airport industry; budget development and control procedures.

Ability to: organize, develop, coordinate and oversee comprehensive customer service quality control, public information and community relations activities; prepare and present interesting and informative articles, radio and television presentation scripts, speeches, reports and letters; establish and maintain effective working relationships with fellow employees, officials, tenants, the general public and news media; understand and administer contracts and leases; diplomatically resolve problems; conduct passenger and user surveys and facility tours; maintain records and prepare reports; express oneself clearly and concisely, both orally and in writing, regarding topics of a technically complex nature which may be unfamiliar to targeted audiences.

Skill in safe operation and care of: personal computer or network workstation and generic business productivity software; graphics tools; common office machines; motor vehicle.

Physical Requirements: Occasional driving through city traffic; lifting and carrying equipment of moderate weight (averaging up to 25 pounds).

Special Requirements: Subject to call back during non-working hours, in response to emergencies or unforeseen circumstances; work flexible schedules, holidays and weekends.

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Director of Personnel

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Department Head

OFFICIAL